



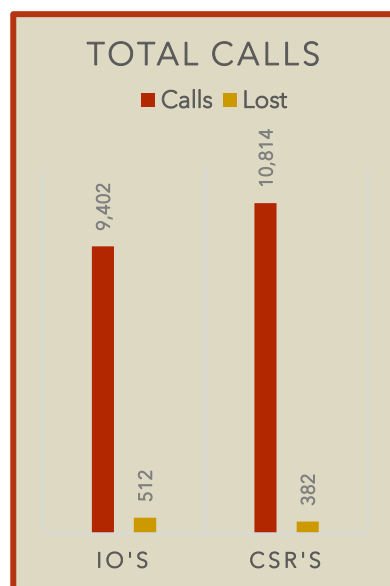
# October 2023 Recap



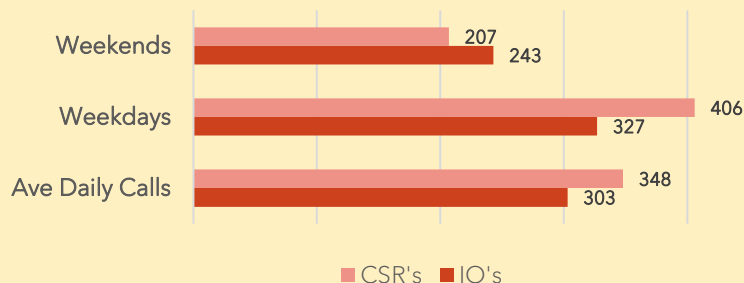
## Phone Stats:

	TARTA IOs	TARPS/Flex CSRs
Total Calls	9,402	10,814
<i>Difference from September</i>	<i>-808 (-8%)</i>	<i>+903* (+9%)</i>
Lost Calls	512	382
% Lost Calls	5%	4%

\*CSRs handle Flex calls



## Average Number of Calls



## Ridership Stats:

	TARTA Fixed**	Flex Riders	Flex Trips	TARPS Riders*	TARPS Trips*
Total Rides	157,505	2,713	2,596	22,214	16,721
<i>Difference from Sept.</i>	<i>+9266 (+6%)</i>	<i>+184 (+7%)</i>	<i>+226 (+9%)</i>	<i>+2391 (+12%)</i>	<i>+1101 (+7%)</i>
<b>October 2022</b>	<b>148,146</b>	<b>n/a</b>	<b>n/a</b>	<b>21,735</b>	<b>19,538</b>
Weekday Average	6,103	99	96	n/a	753

\*Includes TARPS, BW, MN, CTW (61% TARPS)

\*\* Based on manual reporting by drivers - since January 2023 this figure has included Flex and Special Events

## Fixed Route Top Performers

Route #	October Riders	<i>Difference from September</i>	Weekday Average
31	15,436	<i>+964 (+7%)</i>	595
2	14,503	<i>+746 (+5%)</i>	573
5	14,757	<i>+334 (+2%)</i>	572
19	12,449	<i>+465 (+4%)</i>	493

## ADA Applications - TARPS

	New	Recert	Baby & Me
Totals	44	26	15
<i>Difference from Sept.</i>	<i>-6</i>	<i>-5</i>	<i>+3</i>

## Reduced Fare Applications - October

Received	96
Completed	92 (96%)
Pending	4



## Ridership by Area

January ~ October 2023

Fixed Route Lines			TARPS		
Route	Description	Riders	Pickup Zipcode	City	Trips
31	UTMC or Maumee via Glendale	131,347	43615	Toledo/Ottawa Hills/Sylvania Township	22,899
2	Flower Hospital via Toledo Hospital	129,667	43614	Toledo	21,127
5	Flower Hospital/ Walmart via Dorr	128,986	43607	Toledo	17,789
19	Franklin Park Mall via Cherry/ Sylvania Ave	110,311	43606	Toledo/Ottawa Hills	11,783
14	Hollywood Casino/East Broadway	81,099	43537	Maumee	11,293
32	Holland/Spring Meadows via South/Airport	75,264	43613	Toledo	9,885
22	Franklin Park Mall/ UT Campus/Bancroft	70,524	43612	Toledo	9,553
17	Miracle Mile-LeGrange/Bennett or Eleanor	68,725	43623	Sylvania Township/Toledo	9,076
15	Meijer Alexis via Suder or Summit	66,728	43604	Toledo	8,367
26	Miracle Mile via Berdan or Lewis	66,069	43560	Sylvania	7,477
10L	Rossford Meijer/Amazon via Hollywood Casino	67,286	43609	Toledo	7,114
27	Walmart or South Ave via Nebraska or Hill	61,032	43608	Toledo	5,666
16	Meijer Alexis via Manhattan	61,691	43605	Toledo/Oregon/Northwood	5,364
20	Franklin Park Mall or Meijer via Central Ave	54,422	43611	Toledo	3,799
12	Birmingham via Main/Starr/Front	50,252	43620	Toledo	3,377
34	UTMC via western/Detroit/Byrne	42,664	43617	Sylvania Township/Toledo	1,636
33	UTMC Via Indiana/Junction/Arlinton (new 3/26)	27,777	43610	Toledo	1,148
3	Franklin Park Mall/ VA Clinic Crosstown	21,637	43460	Rossford	1,147
52	Franklin Park Mall-Secor	9,860	43528	Sylvania/Holland	818
51	Franklin Park Mall-Talmadge	7,142	43566	Waterville	269
28	UT-Indian and Oakwood (ended 3/25)	3,124	43616	Toledo/Oregon	253
			43551	Rossford/Perrysburg	149
			43619	Toledo/Oregon/Northwood	66
			48182	Monroe County, MI	2
			43542	Monclova	1
		1,335,607			160,058



Get closer. Go farther.

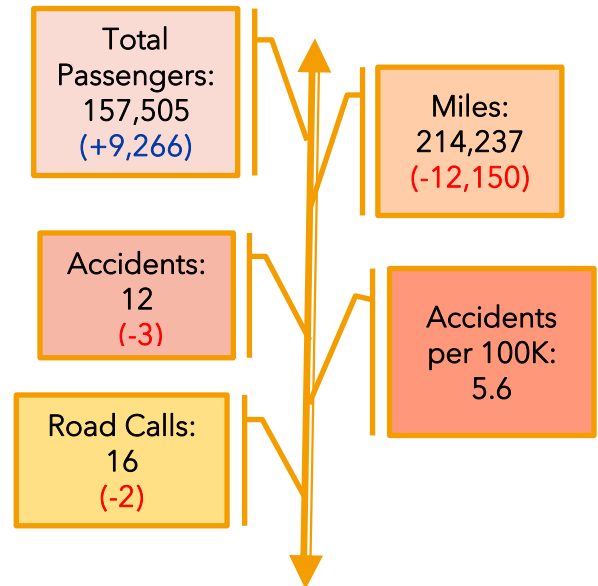
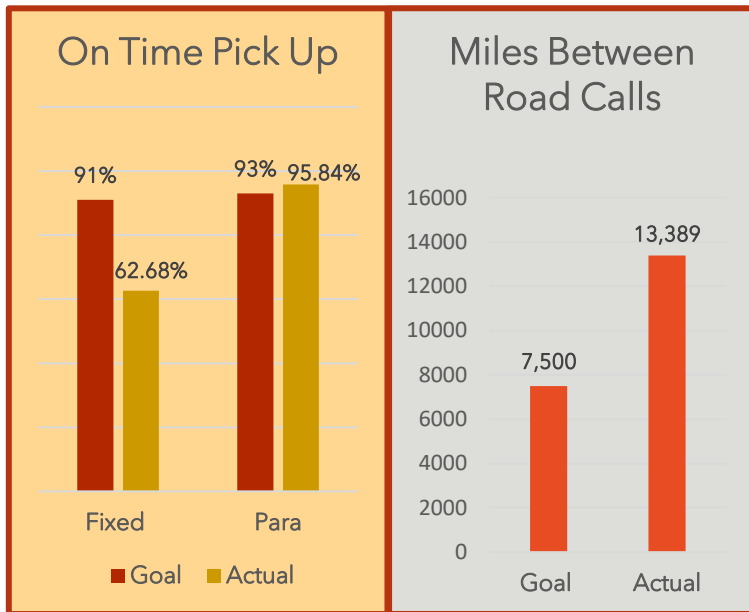
### October Flex Facts:

- 46.15% of bookings were done through the TARTA Flex app - down from 49.87% in September (vs Customer Service agents or the Web)
- 3.78% of bookings were made "on demand" aka 30-minute window for pick up (vs prebooked) down from 4.18% in September. Note: "on demand" bookings are trending lower month to month...with an average of only 3 per day.
- 75.85% average Met Demand (TARTA was able to provide a quote for a ride, whether or not the rider accepted that quote) up slightly from 74.51% in September. More Flex vehicles are on order that will help with this capacity issue. Met Demand goal is 90%.
- Web-booking option produced 123 requests with 79 completed rides in October - up from 56 in September. The same few customers are using this option on a regular basis month to month!

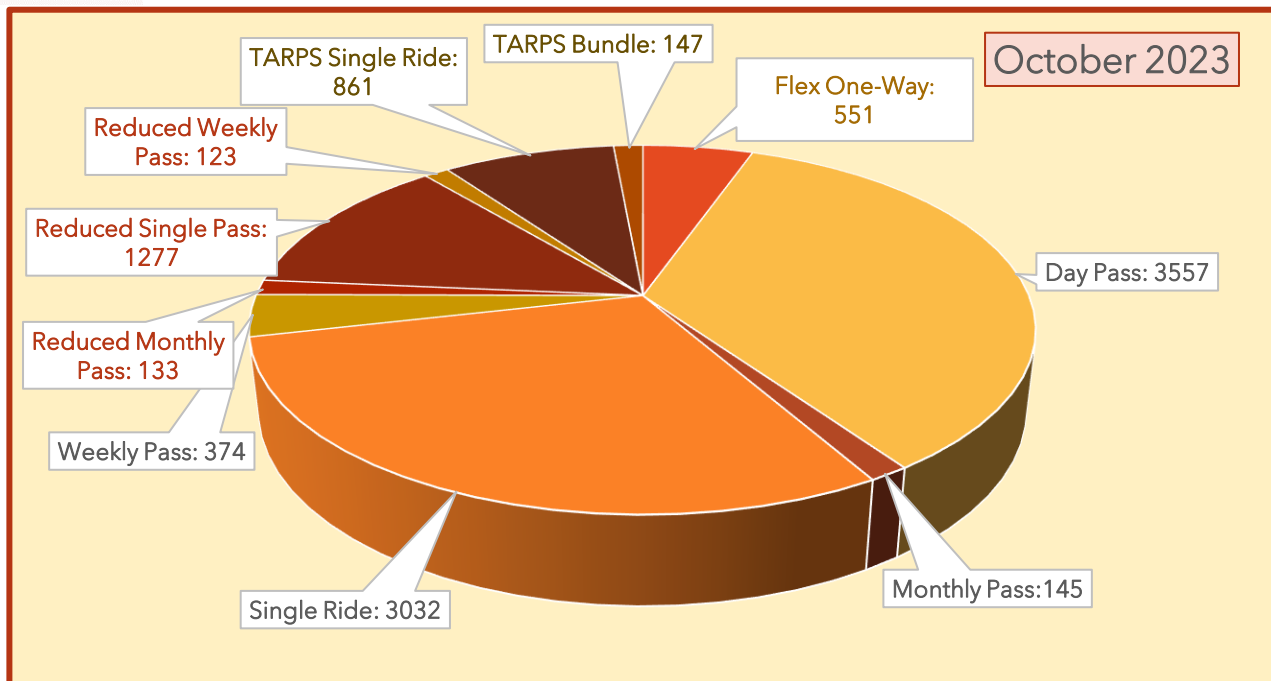
Total Flex Accounts To Date: 3,371 (+243 in October)  
Total App installs To Date: 2,848 (+111 in October)



## Operations ~ Fixed:

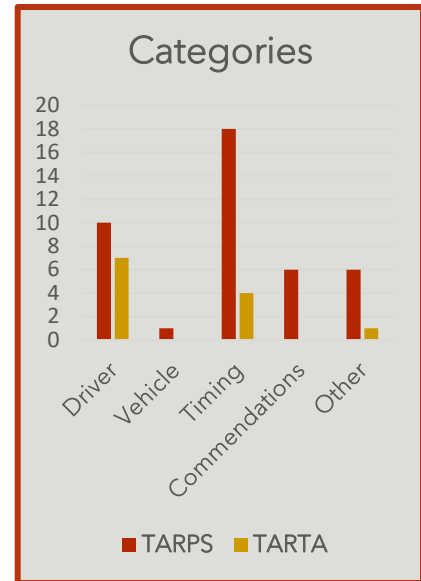
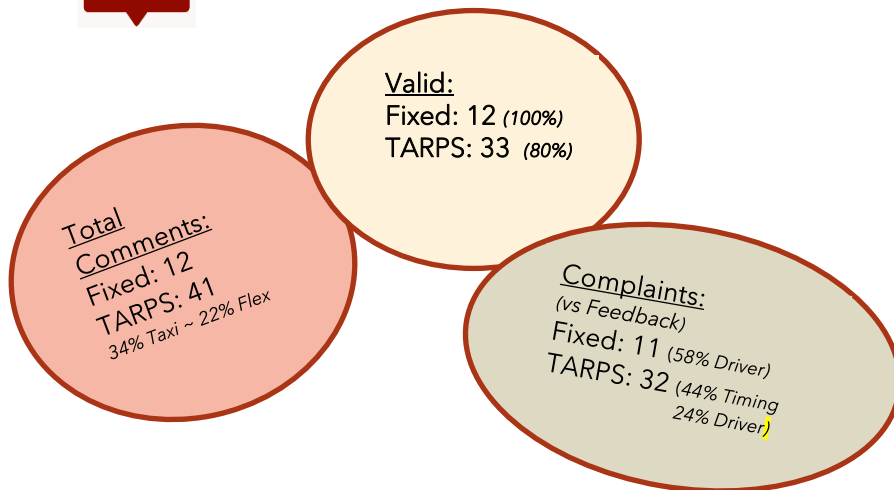


## EZFare Passes Sold:



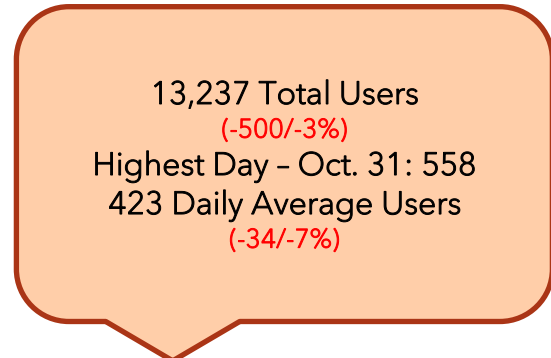
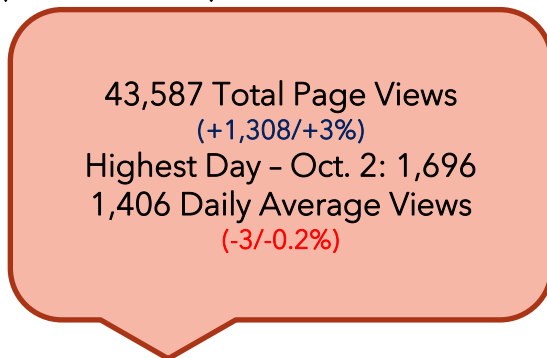


## Complaints/Feedback:



## Website:

(+ / - last month)



## Social Media Impacts:

(+ / - last month)

	51 Total Posts (+4/+8%)	3,590 Impressions* (-10K/-73%)	118 Engagements** (-190/-62%)	6 Post Link Clicks (-33/-84%) 0 New Followers
	51 Total Posts (+3/+6%)	23,000 Impressions (-800/-3%)	1,690 Engagements (+90/+5%)	47 Post Link Clicks (-34/-41%) 5 New Followers
	55 Total Posts (+3/+5%)	4,000 Impressions (+90/+2%)	335 Engagements (+57/+20%)	10 New Followers
	43 Total Posts (+8/+23%)	5,730 Impressions (+2,510/+78%)	589 Engagements (+205 /+53%)	352 Post Link Clicks (+146/+70%) 15 New Followers

Note: Social Media Impacts are now based on data and reports we obtain via our subscription with Meltwater.

\*Impression= Total number of times the media object has been seen

\*\*Engagement= Total number of times users liked, commented, and saved the posts



## Marketing – Paid Ads:

- Email Outreach:
  - October 2: TARTA Next General Email Open Rate 45%/Click Rate 6%
  - October 4: TARTA Next Media Follow Open Rate 52%/Click Rate 9%
  - October 19: TARTA Next Public Invite Open Rate 23%/Click Rate 2%
  - October 26: Newsletter Open Rate 20%/Click Rate 1%
- Paid Advertisements:
  - Maumee Mirror
    - Bi-Weekly Half page (Flex)
  - NAACP
    - Freedom Fund Banquet
  - Sojourner's Truth
    - Weekly Half page (Hiring)
  - Toledo.com
    - TARTA Flex
  - Toledo Journal
    - Bi-Weekly Half page (Hiring)
  - Toledo Streets
    - Monthly Full page (General Services)



## Media Coverage Report from HART

\*UVM = Unique visitors per month for online posts (approximate number of people who have had the **opportunity** to be exposed to the story/article)

Date	What	Where	UVM*
10/20/23	TARTA's Oregon start-up date confirmed as Jan. 7	The Toledo Blade	453,327
10/23/23	TARTA's Oregon Expansion Date Set	WBCL Radio Network	6,704
10/23/23	TARTA offering fare-free rides to the polls on Election Day*	WTGV-TV*	743,829
10/30/23	TARTA is hiring, saying step into the driver's seat of your career	The Toledo Blade	453,327

\* According to HART's report, this story was also picked up and published in Topeka, Fairbanks, Gainesville, Charleston, Birmingham, Negaunee, Lubbock, Lansing, Wausau, Tallahassee, Augusta, Shreveport, Lincoln, Evansville, Cincinnati, Grand Junction, Amarillo, Jackson, Myrtle Beach, Monroe, Bridgeport, West Palm Beach, Laredo, Meridian, Jonesboro, and Moselle.



## Community Events/Press Conferences/ Special Events

October 8 -11 – APTA TRANSform Conference & Expo participation

October 18 – TARTA Community Advisory Committee Meeting

October 26 – Job Fair at TARTA HQ - Operators

October 29 – Rossford Halloween Parade – TARTA Vehicle and Staff/Candy Distribution

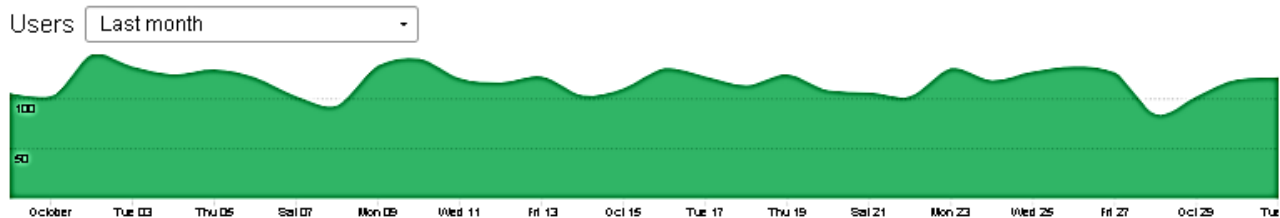
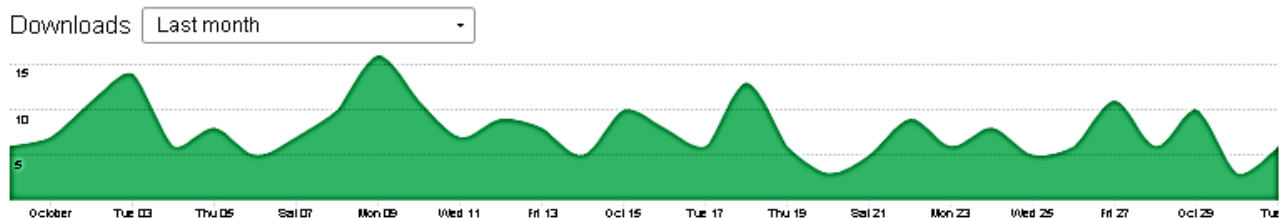
October 9 - CareSource  
 October 11 - Lutheran Social Services  
 October 17 - Toledo Lucas County Public Library - Ready to Read  
 October 18 - TMACOG Outreach  
 October 23 - CareSource  
 October 24 - Human Trafficking Awareness  
 October 27 - Anthem Blue Cross/Medicaid  
 October 30 - Toole Design



## Transit Apps

As of November 3, 2023 for October:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	6 -25.00%	47 -6.00%	227
Users	122 +2.52%	383 +1.32%	889
Sessions	616 -3.75%	4,214 -4.01%	18,543
Sessions / users	5.049 -6.12%	11.003 -5.26%	20.858



## Most Popular Lines Viewed:

Line	Views ▾	Clicks
<b>22</b> Franklin Park Mall via Bancroft	7,415	733
<b>5</b> Flower Hospital via Dorr St.	7,412	765
<b>19</b> Franklin Park Mall via Sylvania Ave	6,630	448
<b>2</b> Flower Hospital via Monroe St.	6,507	539
<b>34</b> UTMCI via Western / Detroit / Byrne	6,148	167
<b>20M</b> Central Meijer via Central / Collingwood	6,005	257
<b>20F</b> Franklin Park via Central / Franklin	5,818	161
<b>31G</b> Maumee via Glendale	5,718	446
<b>31H</b> Maumee via Broadway / Heatherdowns	5,481	518
<b>27N</b> South / Reynolds via Nebraska	5,410	126
<b>27H</b> Central Walmart via Hill	5,308	148
<b>26D</b> Miracle Mile via Douglas	5,266	239
<b>33</b> UTMCI via Indiana / Jct / Detroit	5,068	321
<b>26L</b> Miracle Mile via Lewis	4,885	258
<b>17E</b> Miracle Mile via Lagrange / Eleanor	4,829	203
<b>3</b> Franklin Park Mall via VA Clinic	4,672	521
<b>17B</b> Miracle Mile via Lagrange / Bennett	4,632	288
<b>2C</b> Franklin Park Mall via Monroe St.	4,535	280
<b>5C</b> UT via Dorr St.	3,866	264
<b>31C</b> UTMCI via Glendale	3,741	204
<b>16</b> Meijer Alexis via Manhattan	3,419	381
<b>10L</b> Rossford Meijer via Amazon Rossford	3,393	208
<b>12</b> Birmingham via Main / Starr / Front	3,162	187
<b>32</b> Holland / Spring Meadows via S / Airport	2,980	186
<b>14</b> Hollywood Casino / East Broadway	2,789	284
<b>15E</b> 15 E Meijer Alexis via Summit	2,681	303
<b>52</b> Franklin Park Mall via Tremainsvill	2,642	75
<b>15A</b> Meijer Alexis via Suder	2,609	248
<b>51</b> Franklin Park Mall via Talmadge	1,620	50